THAT ALL MAY SEE



The campaign for saving sight is a campaign to eliminate unnecessary human tragedies—it deserves the diligent efforts of every American citizen.

LEWIS W. DOUGLAS
Honorary President

1952 Annual Report

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS

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NATIONAL SOCIETY FOR THE
PREVENTION OF BLINDNESS, INC.

THE HON. LEWIS W. DOUGLAS
Honorary President

HOMER FOLKS
Honorary Vice-President

HELEN KELLER
Honorary Vice-President

IT IS ALL A PERSONAL MATTER—

An improved eye clinic; better vision testing in a school; a new safety program in a factory; a research grant to a hospital.

Everything comes down at last to a very personal matter . . . the saving of sight for a particular individual; and for that individual there is nothing more precious than sight that might have been lost.

When you contribute to support the work of the National Society for the Prevention of Blindness, you give to help save the sight of some particular person somewhere.

In the following pages is summarized the work of the Society for 1952 in protecting the eyes of men, women and children everywhere—work that you helped to make possible.

Every week in 420 American homes blindness comes to some man, woman or child. More than half of these tragedies could be avoided by increasing our preventive work.

Your continued support—and the aid of many new friends of the cause—are needed to help the thousands who are threatened with blindness but whose sight *can* be saved.

MASON H. BIGELOW
President



JIMMY'S in big trouble. This is the second time he's missed the catch. The captain yelled at him: "What's th' matter fella, can't ya *see?*" Jimmy retorted, "Of course I can. Just made a mistake, that's all." Like thousands of other youngsters with eye trouble, it never occurred to Jimmy that perhaps he couldn't really see as well as he should. In school he never dreamed the other boys and girls could see the writing on the blackboard more easily; he just thought they were smarter.

Records show that three out of four children who need eye attention never complain about not seeing well. Like Jimmy, they simply do not know they should be able to see any better than they do. An estimated 7,500,000 school children in the United States are in need of eye care. It's up to us grownups to know the signs of eye trouble and to watch for them.

TRAINING TO IMPROVE VISION TESTING

Training teachers, nurses and others to do vision testing; reaching parents with films and pamphlets on proper care of children's eyes; alerting the public to the need for better school lighting and better eye care facilities – these are some of the ways the National Society for the Prevention of Blindness worked in 1952 to safeguard the eyes of our children.

Last fall results were announced of a major research study made in the St. Louis public schools on vision testing methods. The research, providing new data on the comparative effectiveness of different testing methods, has been received with great interest by thousands of health educators and physicians throughout the country. The National Society co-sponsored the study in cooperation with the Children's Bureau of the Federal Security Agency, the Division of Public Health of the State of Missouri, the St. Louis Board of Education, and the Department of Ophthalmology, Washington University School of Medicine.

Aside from the children with correctible or minor defects of vision, an estimated 60,000 children have visual handicaps so serious that they need special help. Since 1913 one of the major activities of the Society has been to take the lead in promoting special educational facilities for these partially seeing children–specially trained teachers, books in large print, typewriters with large type, and other materials. In 1952 these special facilities were provided for 8,000 children in 247 cities–but another 52,000 need the same kind of help.

TEACHER EDUCATION PROGRAMS

During the past year, members of the Society's staff have worked intensively with the faculty members of two leading universities in developing teacher education programs that will incorporate newer techniques of meeting needs of partially seeing children, especially those in rural areas.

THIS was a job Bill had done thousands of times. Maybe that's why it happened. The routine was as familiar as tying his own tie. He simply tilted the ladle and directed the stream of scalding liquid into a mold. But this morning . . . the mold had invisible moisture in the bottom. In a flash Bill was covered with a shower of sputtering scalding liquid. Several days later the doctor took the bandages off. Bill's face and neck were badly burned—but his eyes were as good as ever, thanks to the safety glasses he was wearing. As a result of this accident, Bill became one of the 3,599 members of the Wise Owl Club, entitled to wear the green-and-gold button that shows he saved his sight by observing the precaution of wearing safety glasses.



Each year in American industry some 300,000 industrial eye accidents happen—more than 90 per cent of them preventable.

SIGHT SAVED FOR 3,599 INDUSTRIAL WORKERS

Four years ago the National Society for the Prevention of Blindness launched the Wise Owl Club as a safety incentive measure and today it includes 649 industrial plants in all 48 states, Hawaii, Canada and Mexico, reaching more than 900,000 employees. A total of 3,599 men and women have qualified for membership by saving their sight through the wearing of safety equipment. In addition to the saving in human suffering, this represents a saving to industry of at least $13,332,000 in compensation costs alone.

The industrial program of the National Society also includes efforts to improve illumination and facilities for eye care, to encourage the provision of corrective glasses where needed, and the fitting of the skills of the worker to the visual requirements of the job. During 1952 the Society's Director of Industrial Service completed a survey of 298 foundries in cooperation with the Gray Iron Founders Society. Findings of this survey are now being utilized in improving the sight conservation and safety measures in this industry.

NEW FILM PROMOTES SAFETY IN SCHOOL WORKSHOPS

Safety education should begin early. This is why the National Society produced its new color film strip, "Protecting Eyes at Work," which is now being widely used in vocational schools and high schools to teach shop students the importance of eye safety.

Accident-prevention campaigns among children represent another important aspect of sight-saving work. Each year American school children suffer an estimated 90,000 eye mishaps. The Society has begun a study to include three separate areas—counties in Georgia, Missouri, and Indiana —on the causes of these accidents. Results will be used in planning future safety programs.

IF Charley hadn't had lunch that day with Bill Brown... he might be blind! Here is the way it actually happened. Charley was late because he'd had an accident. As he started to cross the street at Tenth and Main, he was hit by a car. "Funny thing," Charley said. "That car seemed to come out of nowhere. Everybody else around said they saw it; but I sure didn't!" Lucky for Charley he wasn't seriously hurt; and lucky his luncheon companion knew something about glaucoma, the eye disease that can rob a person of side vision without his ever being aware of it, and without any warning pains. Bill got Charley to see his doctor, and the doctor found that in fact Charley did have glaucoma. He was able to save what was left of his vision by following the course of treatment prescribed by his doctor.

In the United States today there are an estimated 800,000 men and women, most of them over 40, who are losing sight from glaucoma and do not realize it.



The most important measure for preventing blindness from glaucoma is a thorough eye examination at least every two years after 40. This is one of the objectives of the educational program of the National Society for the Prevention of Blindness.

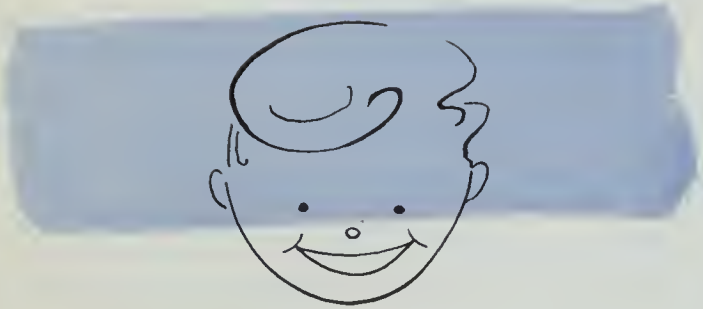
RADIO AND TV STATIONS USE EYE HEALTH PROGRAMS

Last September during Sight-Saving Month – sponsored each year by the Society – more than 1,200 radio stations and 75 television stations throughout the country cooperated in the campaign by broadcasting special announcements and programs on eye health. As a result the Society received 6,200 requests for the pamphlet, "Eye Cues for Eye Health," and, in addition, more than 200 requests for help and advice came from persons with eye problems. This program of public education continued throughout the year with popular leaflets, magazine articles, radio talks, and newspaper features.

SOCIETY'S FILM ALERTS PHYSICIANS TO DETECT GLAUCOMA

An equally important part of the Society's educational program is concerned with professional groups. During 1952 the film on glaucoma detection–made with W. K. Kellogg Foundation support especially for physicians in general practice, and outlining the ways they can watch for early signs of the disease–was shown 250 times before an estimated total audience of 8,500 physicians. Here are some of the comments that have been made about the film:

> "Extremely well done and very informative . . ."
>
> "Very useful in making the general practitioner more aware of the glaucoma problem."
>
> "The physicians at our staff meeting learned more about glaucoma from your film than heretofore in all their medical studies."



It is still a fact that more than half of the blindness occurring today could be prevented—by making full use of the preventive knowledge we now have, and by intensifying our research program to find new ways to save sight.

THIS fellow hasn't any name. He's here to represent the thousands of children who would be blind today, were it not for the preventive campaign waged over the past years. During the last 14 years for example, there has been a decrease of 30 per cent in blindness due to eye injuries among children. In the same period, blindness from syphilis has dropped 50 per cent. It would be impossible to count, or even to estimate accurately, the many thousands of infants who have been saved from blindness since the National Society began its work in 1908, and started its first campaign against the disease, "babies' sore eyes." This disease caused 28 per cent of all blindness among children forty years ago; today it's down to 1 per cent! In spite of these encouraging gains, there is much work yet to be done before all preventable blindness will actually *be* prevented. The campaign to save sight continues to challenge our best efforts.

THE CHILD ON THE OPPOSITE PAGE — the baby who was saved from blindness—could also represent the child who *may* become blind *unless* the sight-saving campaign can be stepped up and broadened.

More and better education for eye health, increased preventive services to find and help those who need eye care—these are vital if we are to push back the threat of blindness. And there must be a more intensified program of research. For example, sight lost from cataract can usually be restored by surgery, yet in 70 cases out of 100, doctors do not know why cataracts develop. And there is the mysterious disease, "retrolental fibroplasia," that is causing an increasing amount of blindness among premature babies. As yet research scientists do not know the cause nor how to prevent it.

Less than one and a half million dollars is invested in scientific eye research each year; the need is for many times that figure!

NSPB Supports Eight Research Projects

The National Society for the Prevention of Blindness is waging a continuous campaign for more money for research. This year the Research Committee has made special grants to hospitals and clinics in the amount of $30,000. These research projects are seeking to throw light on many perplexing problems, such as these:

1. What causes retrolental fibroplasia among some premature infants?
2. How can glaucoma be detected before useful sight is lost?
3. What are the nature and role of certain chemicals in maintaining transparency of the cornea?
4. What is the most effective method of using beta irradiation to treat corneal lesions?
5. How can exercises for the treatment of crossed eyes be improved?
6. What factors influence circulation in the choroid?
7. Can opaque corneas be replaced with plastic material?
8. What is the relation between cataracts and diabetes?

NEWS BRIEFS OF 1952

During the year, the staff of the National Society made 90 field trips to all sections of the country, conducting meetings and workshops, and giving consultation service to professional groups and agencies dealing with sight conservation.

Delegates from 20 states and Canada—a total of almost 400—attended the annual conference of the Society held in Pittsburgh. Many favorable comments were received about the valuable professional content of the program.

Connecticut is the latest state to organize a Prevention of Blindness Committee.

The Michigan Committee sponsored a special vision screening project for preschool children, carried out by the Junior League of Birmingham. Volunteers were trained to do the testing by the National Society's Nurse Consultant. A total of 349 children were screened; 45 were referred for thorough eye examination and treatment if needed.

The Indiana Committee received $1,500, which is being allocated for educational work in the state, from the Kentucky-Indiana All-Star Basketball Game. $500 was also contributed for work in Kentucky.

Among the leaders of the new state committees of the National Society for the Prevention of Blindness:

Mrs. Eugene C. Pulliam, Secretary-Treasurer of the Indianapolis Star and News, is Chairman of the Indiana Committee.

Mr. Allerton Brooks, President of the Southern New England Telephone Company, Chairman of the Connecticut Industrial Committee.

Mrs. Harry S. Gradle, former Executive Secretary of the Illinois Society for the Prevention of Blindness, Chairman of the Program Committee of the California Committee.

Mrs. H. Rommel Hildreth of St. Louis is State Chairman in Missouri.

Mr. Alvin B. Cates, President of Adams-Cates Co., is serving as the State Chairman for Georgia.

Mrs. Albert E. Seep, Denver, is Secretary of the Colorado Committee.

Mr. Edgar A. Guest, Detroit, State Chairman of the Michigan Committee.

In these newspaper headlines is the challenge of the future. There is urgent need for an intensified campaign of education and preventive service to save sight; and for vastly increased medical research on eye problems. The saving of sight represents the most practical kind of philanthropy, symbolized in the time-honored truism:

An ounce of prevention is worth a pound of cure.



FORM OF BEQUEST

I give and bequeath to the National Society for the Prevention of Blindness, Inc., a corporation created under the laws of the State of New York, the sum of _____ dollars for its corporate purposes.

SUMMARY OF FINANCES

The following statement is based on the report of Peat, Marwick, Mitchell & Company, by whom the accounts of the Society were audited.

The work of the Society—research, education, and preventive services covering all phases of sight conservation—is carried on by a professional staff qualified to deal with the many technical facts and procedures involved.

Members of the board of directors and members of the various special committees who act as consultants on technical and scientific matters serve entirely without remuneration.

INCOME DURING 1952—OPERATING ACCOUNT

Donations—New	$ 24,831.66		
Renewal	136,336.75		
Memberships—New	10,603.11		
Renewal	45,506.87		
		$217,278.39	
Publications, Sight-Saving Review Subscriptions, Wise Owl Club Memberships, Vision Testing Charts, Films, Posters, Honoraria, Royalties and Miscellaneous		23,882.45	
For Special Projects		12,000.00	
Income, Endowment and Reserve Funds		30,142.93	
Income from Trust Funds (not administered by the Society)		10,486.61	
Total Income			$293,790.38

EXPENSE DURING 1952

Professional Education		$ 64,668.89	
Public Education and Program Support		137,886.53	
Program Development and Consultation Service		36,230.63	
Research—General		34,772.43	
Special Projects		5,136.80	
Industrial Program—General		21,480.59	
Special Projects		2,000.00	
Glaucoma Program—General		6,090.60	
Special Projects		3,250.41	
Cooperation with Other National Agencies		1,772.30	
International Cooperation and Activities		265.90	
Administration		19,845.15	
Pensions		7,638.32	
Total Expense			$341,038.55
Excess of Expense—Operating Account			$ 47,248.17
TOTAL RESOURCES AT DECEMBER 31, 1951			$630,500.25
Legacies received in 1952 and placed in Reserve Funds		$ 48,732.23	
Net Increase due to Sale of Securities		28,938.30	
			77,670.53
			$708,170.78
Excess of Expense—Operating Account			47,248.17
TOTAL RESOURCES AT DECEMBER 31, 1952			*$660,922.61

*This includes securities at book value. It does not include Trust Funds not administered by the Society and the Society's share in estates in the course of administration.

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS, INC.

1790 BROADWAY, NEW YORK 19, N. Y.

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GRACE HOOPER, *Business Manager*

FOR A LIFETIME OF GOOD SIGHT:

- Obtain regular eye examinations, especially for children and those over forty.
- Guard against accidents. Don't let small children play with pointed sticks, air rifles, or sharp pencils.
- Practice good eye habits: Use proper light and reading posture. Teach children never to rub eyes with dirty hands.
- Support eye research; invite your friends to join the battle against blindness.

YOUR GIFT CAN HELP TO SAVE SOMEONE'S SIGHT

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